

## Frequently Asked Questions

Q: How do you let people know about the campaign in a very large organization that is separated geographically?

A: Appoint separate Coordinators for different locations. Keep in touch via e-mail, and campaign correspondence.

Q: Where do you begin as a new coordinator?

A: Find out who last year's coordinator was and use them as a resource.

Q: How do you respond to questions about administrative (processing) fees?

A: Let them know it is more cost efficient to have everything coordinated through one agency; it actually is more cost effective that way

A: Remind them that involvement is easier.

A: In years past, the fees have been as high as 11-12%; they are 7% this year.

A: Personalize the question for them when they ask it, i.e., "if you were the person that had to organize all these pledges then divvy them up, you would probably charge a fee."

Q: What about when the individuals give to other organizations?

A: Let them know you can donate to the same organization through this campaign, taking advantage of payroll deduction.

Q: In an agency where there are different offices with different sizes, how do you generate the feeling of one single campaign?

A: Don't pressure anyone that's giving elsewhere; it's a good thing that they're giving already.

A: Remember that donations for different geographic areas are divided, the local United Ways process donations for their area, but the accounting is handled centrally, so everything is centralized.

A: People in outlying areas can access this same information, which will help them feel more connected

Q: I like the ideas of prizes and themes; who pays for that?

A: A lot of local businesses will be generous if they know that it is for a charity fundraiser. We go out and ask for donations.

A: I normally plan for one fundraiser where everything is donated, then pool money that is collected to use toward fundraisers where we aren't able to get everything free. Usually businesses will at least provide items for a discount.

A: Some management has been supportive of not donating money, but of paying for prizes

A: Another idea is to have everyone contribute items to put into gift baskets.

Q: When is the first contribution taken out of paychecks?

A: Payroll deduction pledges will begin in January of 2007.

Q: Who do donors make out their checks to?

A: Check donations should be made out to the donor's local United Way and given to the Coordinator with a copy of the pledge form.